



DON'T FAIL TO SEE  
**Wright's Trading Post**  
3rd and Gold Ave, One of the show places  
of the city. Largest Collection of GEN-  
UINE Indian and Mexican Handicraft.  
**NAVAJO RUGS AND CURIOS**

## Crescent Hardware Co.

STOVE S AND RANGES

PRACTICAL PLUMBERS AND TINNERS

AGENTS FOR

Marsh Simplex and Advance Duplex Steam Pumps

318 West Central Avenue

PHONE 315

## BOOKBINDERS

RULING, SPECIAL FORMS OF ALL KINDS.

## ALBRIGHT & ANDERSON

PRINTERS, BINDERS, STATIONERS.

208-210 West Gold Avenue

Phone 440

Lemp's Falstaff and Draught Beers are the  
choicest products of the brewer's art.  
A trial will convince you.

## Consolidated

Liquor Company  
Albuquerque, New Mex.

## WATCH SALE SPECIAL

ON SATURDAY, MARCH 14

We shall make a substantial reduction on every watch in our store. This reduction will apply to all the different makes, Waltham, Elgin, Howard, Hampden, Illinois, etc., and also all Bracelet Watches. Our stock is too large for the time of year and the discount we shall LATER ANNOUNCE will entitle you to buy a watch at about factory cost.

Take note of this. Our watches are priced in plain figures and the discount we offer will be a return of so much money to you.

ONE DAY, SATURDAY,  
1 P.M. ONLY.

—o—

**Everitt**  
THE DIAMOND PALACE  
RELIABLE  
WATCHMAKERS & JEWELERS  
107 W. CENTRAL AVE  
ALBUQUERQUE, N. Mex.

DUKE CITY CLEANERS  
We clean hats, men and women's clothing, rugs, curtains, draperies, etc. 220 West Gold. Phone 448.

Promptness Our Motto

**F. Crollott**  
FUNERAL DIRECTOR AND  
EMBALMER.  
111 WEST LEAD.  
Phone day or night, 878.

## LOUDON'S

PURE ICE CREAM  
511 E. Central Phone 507

CALL 47

For Parcel and Baggage Delivery  
Sunday and night calls. Phone 231  
Albuquerque Parcel Delivery.  
A. B. BACA.

## Scott Knight

ALBUQUERQUE'S LEADING  
AUCTIONEER

for 25 years. Makes all kinds of  
Auction Sales. Office Room 11, Ar-  
mijo Building, corner Third Street  
and Central Avenue.

\*\*\*\*\*  
SHUFFLEBOARD'S  
TRANSFER LINE  
Piano Moving and Household  
Goods given special attention.  
Best storage house in city. Office  
and sales stable  
219 West Copper Ave.

PAINTING, GRANNING  
PAPER HANGING  
Saturation in Every Respect.  
JOHN HEIRTH  
The Scientific Decorator.  
201 Lewis Ave. Phone 1495J

**C. T. FRENCH**  
FUNERAL DIRECTOR,  
EMBALMER.  
Lady Assistant.  
Fifth and Central.  
Phone Day and Night, 560.

C. H. CONNEL M. D., D. O.  
Osteopathic Specialist.  
treat all curable diseases. Office  
ster Bldg. Phones 655 and 328.



that we can hardly keep up with the demand for it. And our plain, raisin, fruit and layer cakes seem to be equal favorites. Instead of baking one yourself next time, try ours. Why should you work and worry over cake baking when you can get such cake as ours without either.

250  
ENVELOPES FOR 45¢  
WORTH \$2.00

WILLIAMS DRUG CO.  
307 West Central  
Phone 789

**PIONEER BAKERY**  
207 South First St.

## CRYSTAL

Today

"PATHE WEEKLY NO. 17"  
First Views of Nearly Complete  
of Buildings at Panama-Pacific  
Exposition.

"THE TWO ROSES"—Two-Head American.  
"THE COON TOWN SU-  
FRAGETTES"—Lubitsch.

"MRS CARTER'S CAMPAIGN"  
Comedy.  
"FOR TOMORROW."  
"A LEAP IN THE STORM"—In Three Reels. Featuring  
Marion Leonard, One of the World's Greatest Moving Picture  
Actresses.

Pictures Changed Every Day

## SPRINGER MOVES

ALL THE TIME

## The Weather

FORECAST—Tonight and Wed-  
nesday generally fair. West por-  
tion cloudy; east portion probably  
rain. Colder east portion tonight.  
ALBUQUERQUE Weather for  
the 24 hours ending at 8 this  
morning:

Warmest, 71.

Coldest, 25.

Range, 46.

At 8, 38.

Northeast winds; clear.

Things Doing Tonight.

Annual encampment New Mex-  
ico G. A. R.

State initiation Knights of

Pythias.

Triple Link Rebekah Lodge

meets 7:30.

Rehearsal of Albuquerque Choral  
society at Presbyterian church.

AN Advertising Lesson

(From the Philadelphia Ledger.)

You remember how the slogan  
was flashed across the sky at night,  
"Don't be a clam!"

That was Joseph Fels' creed  
through life. He was the real  
apostle of publicity.

"Does it pay you to spend all  
this money in advertising?" William  
M. Singerly asked Mr. Fels  
one day.

"Name me three kinds of scouring  
soap and I'll tell you," replied  
the soapmaker.

The editor and banker couldn't  
do it.

"That's the answer to your own  
question," said Mr. Fels. "You  
know my soap because you see it  
advertised, but you don't know  
any other kind."

Multiple, Mr. Singerly's case by  
50,000,000 and you get a staggering  
answer to the query if advertising  
pays. What's the good of making  
soap or any other commodity if  
you keep it a secret?

Multiples, Mr. Singerly's case by  
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pays. What's the good of making  
soap or any other commodity if  
you keep it a secret?

Easiest thing in the world and  
quite cheap to produce any one of  
190 household articles, buy it to  
sell it.

Because he wouldn't be a clam  
in business Joseph Fels was able  
as a young man to retire with a  
big fortune and to devote the re-  
mainder of his days to the good of  
his fellow men.

## ABOUT PEOPLE

### YOU KNOW

TO SUBSCRIBERS  
If you fall to get your evening  
paper, call

POSTAL TELEGRAPH  
COMPANY, PHONE 26.

Peek's 4 story. Those good nut  
caramels, fresh today.

Mrs. Bernard Iheld has returned  
from a two weeks visit in Denver.

J. H. Rivers, Jr., of Shoemaker, is  
in the city on business.

Buy your Easter cards early. Boggs  
Drug Co., Second and Silver.

W. H. Dearstine of Denver is sell-  
ing paper sacks to the travel trade.

Thomas P. Danby of Carthage, N.  
Y., is among the visitors in Albuquer-  
que today.

Dr. C. J. Ambie of Estancia, county  
treasurer of Torrance county, is a vis-  
itor in Albuquerque today.

State Land Commissioner Robert P.  
Erlin came down from Santa Fe  
last night to spend the day here.

J. M. Luna of Los Lunas, counts  
clerk of Valencia county, is spending  
the day in the city.

Deputy United States Marshal Gu-  
lishus has returned from a brief busi-  
ness trip to Roswell.

O. A. Matson, of Matson & Com-  
pany, left this morning for Santa Fe  
on a two days' business trip.

W. H. Morley, the well known Socorro  
county cattlemen, is here for a  
short visit.

John W. Terry, one of the old time  
citizens of Socorro, is in the city to  
attend the G. A. R. encampment.

D. M. Sutherland of Alamogordo, is

CLEAN UP FOR SPRING

Perfect Work on Navajo Rugs  
and Draperies.

**BILL'S SHOP**

CLEANING AND PRESSING  
215 S. Second St. Phone 440.

## PASTIME

Today

"THE THIEF AND THE  
BOOK"—Two-Head American.

"THE COON TOWN SU-  
FRAGETTES"—Lubitsch.

"MRS CARTER'S CAMPAIGN"  
Comedy.

"FOR TOMORROW."  
"A LEAP IN THE STORM"—In Three Reels. Featuring  
Marion Leonard, One of the World's Greatest Moving Picture  
Actresses.

long time to get a rug for that bit of  
bare floor space in your house. Your  
opportunity is now—at the John Lee  
Clarke Navajo rug sale. Bring some  
one who knows.

It won't happen along again—a  
chance to buy good Navajo blankets  
at less than wholesale prices. Go to-  
morrow to the John Lee Clarke sale—  
and take with you some one who  
knows.

S. U. Rosenwald, of the firm of  
Rosenwald Bros., returned to Albu-  
querque last night from New York,  
where he had spent more than five  
weeks selecting spring stocks for the  
big Rosenwald store.

Hon. H. D. Murray, president of the  
Silver City National bank and a direc-  
tor of the Interstate Casualty com-  
pany, is in the city today to attend the  
annual meeting of the company and to  
meet Land Commissioner R. P. Er-  
lien on state land business.

It will soon be time for you to be re-  
ceiving some of those June wedding  
invitations. Why not prepare by buy-  
ing a handsome Navajo rug at less  
than wholesale price at John Lee  
Clarke's? Bring some one who  
knows.

C. B. Hopping, proprietor of the  
Albuquerque novelty works has re-  
turned from California, where he has  
been for some time visiting. Mrs.  
Hoppling and daughter remained in  
Oakland, where they will visit relatives  
for some time before returning home.

Ira E. Bennett, for several years  
manager of the American Lumber  
company and now in the lumber busi-  
ness in California, is in the city for  
a few days in connection with pending  
business of the American company.  
Mr. Bennett now makes his home  
in Fresno.

Sheriff Jesus Romero has returned  
from Rochester, Minnesota, where he  
accompanied Mrs. Romero several  
weeks ago for an operation at the  
Mayo brothers sanitarium. Mrs. Ro-  
mero has been greatly benefited by  
the operation and is expected home in  
a few days. She is now visiting in  
Chicago.

All Knights of Columbus are re-  
quested to meet tonight at 7:30  
o'clock at Street Brothers' chancery  
house, where funeral services will be held  
over the remains of Brother J. J.  
Collins of Winslow, Ariz. After the  
service the pallbearers will be escorted  
to the railway station where they will be  
sent to Winslow, Ariz., for interment.

Mr. and Mrs. Sol Weiler have re-  
turned from a seven weeks' trip which  
has taken them pretty much all over  
the eastern United States. They have  
visited Kansas City, St. Louis, Chicago,  
New York and New Orleans, stopping  
in the latter city for the Mardi Gras  
and also to visit Dr. Mendel Silver,  
until recently rabbi of Congregation  
Albert, here. They report that Dr. Sil-  
ver is much pleased with his new  
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They will go through the harvest  
dance, the wedding dance, various  
ceremonial dances and wind up with  
the weird and impressive Com-  
manche dance—the old-fashioned  
war dance of the bloody days when  
the southwest swarmed with hostiles  
and warring tribes.

If there remains time for it, the  
agents will be taken on an automobile  
ride through the city by the  
Automobile Club. The automobiles  
are available, but it was learned to-  
day that the agents will not reach  
town until later than was expected  
when the club planned the sightseeing  
trip. It was understood that the  
special train would reach here early  
in the afternoon, but it was announced  
at the station today that the train  
was not due until about 4:45. It is  
scheduled to leave at 4:30.

Rev. Neil Ferguson, of Ranchos de  
Atrisco, has been summoned to appear  
before Justice George R. Craig  
to answer to complaint of driving  
his buggy at a trot over the Barcas  
bridge. County Road Foreman Le-  
onardo Hinrichs saw the minister as  
he was hurrying on his way to service  
at the Gold Avenue and Broad-  
way church Sunday, and swore out a  
warrant yesterday. Deputy Sheriff  
A. C. Burless served it.

Deputy United States Marshal Cart-  
ing Creamer of Santa Fe, was in the  
city between trains this morning, re-  
turning home from Gallup where he  
went to take charge of three Mexi-  
cans charged with violating the inter-  
national revenue laws. The trio, Edu-  
ardo Duarie, Andrea Moreno and a  
woman, Jenevieve Salazar de Rincon,  
all of Old Mexico, were bound over to  
the grand jury by United States  
Commissioner Young, charged with  
selling liquor without a license. The  
trio were conducting a lucrative boot-  
legging business around Gallup.

INSURANCE FUND  
COMES IN HANDY

Albuquerque's share of the state  
insurance fund reached City Treas-  
urer William Kieke yesterday. It  
comes in time to pay most of the first  
installment on the \$2,000 motor fire